

Visioning Advisory Committee (VAC) Minutes

City of Beaverton

July 10, 2013

Members Present:

Jennifer Browning, Ty Garo, Jaann Hoisington, Kevin Hoover, Chris Humphries, Jerry Jones, Michael Riedel, Cathy Robart, Massoud Saberian

Absences: Lacey Beaty, Wendi Eiland, Christine Lau,

Project Team: Erin Gordenier—City of Beaverton

Meeting called to order by Chair Jaann Hoisington at 6:31 PM

1. Welcome and Approval of Minutes

The June 5 minutes were approved with no changes. Erin Gordenier was thanked again for taking notes in the recorder's absence.

2. VAC Bylaws Review

A revised version of the VAC bylaws were passed around and changes were read aloud, as indicated in Article VII, Section 1 of the current bylaws. The group discussed many of the changes, including the reasoning behind additions or deletions. A vote on the changes shall occur at the next all-group meeting: September 4, 2013.

3. VAC Newsletter

During her shift at the Beaverton Farmer's Market, Wendi Eiland obtained over 40 contacts to add to our email distribution list. Other VAC members are encouraged to meet or beat this goal in hopes of spreading awareness for the Beaverton Community Vision (BCV). The VAC asked for tracking metrics from time to time, including how many people are on the distribution list, how many are added since last check-in, and how many have unsubscribed.

The VAC discussed ideas for the fall newsletter. It was proposed that the issue feature the Beaverton Farmers Market as its main article, including highlights over the summer, partner reflections, and any community feedback, too. The VAC also expressed an interest in highlighting fall events related to the BCV.

4. Summer Events & Market Booth

The event sign-up sheet was circulated again for volunteer commitments. It was noted that there is a hole in the tent's rolling case and caution should be used to not worsen the tear.

5. Support Partner Outreach

A survey was distributed to support partners; so far the response rate is approximately 25%. Outreach strategies for check-in meetings with support partners is TBA.

The VAC discussed strategies for engaging support partners, including developing a communication plan and tool kit. Cathy Robart agreed to work on the initial framework to bring to the VAC and its advisors for fine-tuning.

6. All-Partner Fall Event

An all-inclusive meeting for partners is scheduled for Thursday, October 10, from 6:00 to 8:00 PM at the Beaverton City Library. A draft of the agenda was passed out. One of the objectives for the event will be to pass out awards for the following tentative categories:

- vision champion (advocate and promoter for the Vision)
- lead partner of the year
- support partner of the year
- non-profit partner of the year
- government agency partner of the year
- business partner of the year
- collaboration superstars (support and lead working together)
- innovation award (partner who creatively implements an action)

Nominations are to be submitted to Erin Gordenier by August 21 via email naming the partner organization, action number association, reason for selection and award category. The VAC will vote for awards at the September 4 meeting. Not all awards must be presented each year.

7. Broadway Festival Street

Jerry Jones gave an overview of the history and progress of the Broadway improvements, including its strong relation to the BCV. The VAC suggested that it be featured as a story in a future newsletter when there is more to report. Jerry also touched on the Westgate property scenario and drew comparisons to the Broadway process.

8. VAC and Staff Updates

The VAC will host a meeting on September 19 at 7:00 PM in the City Hall Council Chambers. During the meeting, TriMet will update constituents on the west side transit situation. VAC members are encouraged to attend.

There are three Picnic in the Park events left for the summer.

Kevin Hoover gave an overview of the upcoming Ten Tiny Dances on July 13.

The Beaverton Community Band will be playing on Thursday, August 1 at 7:00 PM. This will be a free concert outside of the Beaverton City Library.

National Night Out will be held on August 6 near the Beaverton City Library.

To celebrate several anniversaries in the business community, the Beaverton Chamber of Commerce will hold a VIP event on August 9 on the top floor of the Beaverton Round parking lot structure.

Tualatin Hills Parks and Rec is hosting a Concerts in the Park series this summer.

Erin Gordenier gave an update on the possibility of posting a link to the VAC Facebook page on the City's website and she is still waiting to hear back.

The VAC will follow up on their action in the BCV in September with a subcommittee brainstorming session. Tasks have already been done to set up for success.

Finally, Eric Schmidt has resigned from the VAC due to scheduling conflicts.

8. Council Liaison Update

No council update.

9. Public Comment

No public comment.

Meeting adjourned at 8:10 PM

Minutes will be approved at the next VAC meeting, Wednesday, September 4, 2013.